



New Solar Homes Partnership Marketing and Outreach 08/09

Marketing and Campaign Goals

Goals

- Grow consumer demand for energy efficient solar homes
- Encourage home builders to install solar energy systems as a standard feature

Objectives

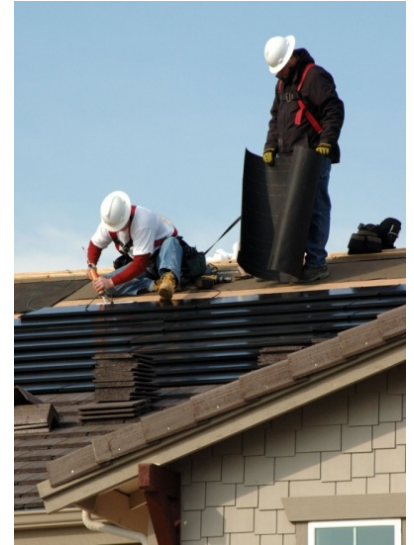
- Convey the benefits of building and purchasing energy efficient solar homes
- Educate builders about the NSHP's financial and marketing benefits
- Establish solar and energy efficiency as desirable home features

Strategy

- Position solar as a financial benefit
- Position energy efficient solar homes as environmentally- friendly

Audiences

- Primary: Home builders, new home buyers
- Secondary: Related industries, local elected and government leaders, environmental community, realtor/home appraisers



2008 Market Research Results

New Home Buyers Pre & Post-Advertising Survey – Preliminary Results (June-Nov. 08)

•Half of the sample of new homebuyers had already heard or seen advertising about energy efficient solar homes in California before the Go Solar California advertising campaign was initiated in June 2008. By November 2008:

- The proportion who reported hearing or seeing “a lot” of this type of advertising rose from 14 percent to 21 percent
- The proportion mentioning the Go Solar California website or sweepstakes specifically rose from five percent to 14 percent (nearly a three-fold increase)
- 36 percent of respondents said they had seen or heard the Go Solar California advertising regarding the website or sweepstakes

•*Perceptions of Solar Electric Systems and Solar Energy Generally*

- New homebuyers continue to show strong support for built-in solar electric systems for newly constructed homes. two out of three (66%) respondents said they would “definitely” or “probably” purchase such a system in the post-advertising study.
 - This result is unchanged from the pre-advertising study. Positive finding considering that consumers are more closely watching their resources in these uncertain economic times.

•**Overall Results**-New homebuyer opinion is and continues to be favorable with regard to the value of solar energy. Respondents see the economic and environmental value in purchasing a solar electric system and are willing to consider doing so despite current economic distress and uncertainties.



2008 Builder Marketing-Results

- **Consumer-facing promotions-**

- **Community Openings:**

- Pinn Brothers (Brentwood)
 - Woodside Homes (Temecula)
 - CenterStone (Fontana)



- **Trade Events**

- Green Home Expo, Solar 2008, PCBC, Solar Sonoma, West Coast Green, Family Solar Day, North State Building Industry Association (NSBIA)/SMUD Good Life Healthy Home Fair, Emerging Technology Conference, BIA/Southern California Builder Industry Show

- **Media Placement**

- **Statewide and national trade publications**

- *Green Home Builder*
 - *Green Builder Magazine/online*
 - *Building Design + Construction*
 - *California Construction*
 - *Green Building Products News*
 - *Housingzone.com*



2008 Consumer Marketing-Results

Campaign Theme

Solar Is Working, Solar Is Smart, Solar Is Now

Target Markets

San Diego, Riverside, Fresno, Sacramento, San Francisco/San Jose, Los Angeles

- **Radio (:30s /:15s)** with tags to local NSHP developments and promotional announcements (June-November 2008)
 - Over 78,000,000 impressions through radio broadcast advertising
 - Over 6,000,000 impressions through online streaming (radio) in major media markets- Los Angeles and San Francisco
 - \$1.3 million in “value-added” advertising and promotions over two-years
- **Web Banners** in thirteen real estate websites and online real estate sections of major newspapers returned strong results
 - Close to 13 million impressions with an overall click through rate (CTR) of 0.085%
 - .1% is the industry average
 - SacBee.com CTR of 0.19% and FresnoBee.com CTR of 0.13%
 - Online real estate information and sales sites Zillow.com and Trulia.com are reporting 0.24% and 0.14% respectively



2008 Consumer Marketing-Results

Solar Energy Awareness Month- August - Focused outreach brought solar and energy efficiency to the forefront in August, at the height of the summer home buying season and at a time when many Californians typically use the most energy to cool their homes

- **Sacramento** – Ceasar Chavez Park- Media interest from KCRA, KOVR, Fox40 and KFBK-AM who Press conference-Energy Commission, SMUD, PG&E, North State BIA
- **California State Fair** –California Green Dream Expo
- **Los Angeles** – Santa Monica Pier- Nine local solar exhibitors, including City of Santa Monica and SCE. Local event coverage by the Pasadena Weekly, Santa Monica Daily Press, Park Labrea News/Beverly Press.
- **San Diego** – CCSE Sustainability Fair- Hosted by CCSE, SDG&E, the City of San Diego and the San Diego Water Authority at Balboa Park.

Weekend Walk Thru - Features on-air promotion of a new home development's review on-line. Radio station listeners take a tour of a featured new home development and provide a review of its amenities. The reviews are featured on the station's website and include audio provided by the reviewer.

- **Platinum Builders-**
 - **Standard Pacific (2)**
 - **Christopherson**
 - **Lennar**

NSHP-30-minute Block Programming/Community Annoc. - Experts from the campaign respond to the questions and provide valuable information to Californians who may consider buying a new energy efficient solar home.

- **Program ran on 11 different stations throughout the state including, Los Angles, Riverside, Sacramento, San Diego, and San Francisco**



2008 Consumer Marketing-Results

E-Mail Blast

Targeted to consumers self-identified as interested in California new homes, the e-mail invited consumers to click through to the GoSolarCalifornia.org, allowed them to opt-in for more information, and become part of the Energy Commission e-mail database

- Sent: 11,651 unique e-mail addresses
- Opened: 688 (7%) (industry average is about 2-3%).
- Click-Thru: 153 (22%) click-thru of opened emails (Over 10% is considered very good)

Statewide and National Earned Media Placement

Print/Online

- Over 30 articles including online publications
 - 12 in Builder Trade Publications
 - *Green Home Builder, Green Builder Magazine/online, Building Design + Construction, California Construction, Green Building Products News, Housingzone.com*
- Dow Jones
- The Sacramento Bee/Sacramento Business Journal
- East Bay Business Times
- San Francisco Business Times
- Pasadena Weekly
- Santa Monica Daily Press
- Riverside Press Enterprise
- San Bernardino Sun
- LA Times

Broadcast

- KFBK-AM (Sacramento)
- CBS13 (Sacramento)
- Fox40 (Sacramento)
- KCRA-3 (Sacramento)



Go Solar California Sweepstakes

Launched in August 2008 during Solar Energy Awareness Month

Sweepstakes Results

▪ **16,877** TOTAL ENTRIES

▪ **15,906** Online entries

▪ *Over 34 percent* of the entries requested more information about solar and energy efficiency via the sweepstakes opt-in feature

▪ **971** Sweepstakes kiosks and mail-in entries

Grand Prize Winner

Shirley Topp of Corona

2009 Toyota Prius

Local Media Coverage

Riverside Press Enterprise

Monthly Prizes

EE appliances and Solio solar cell phone chargers



2009 Marketing and Outreach Campaign



Messaging Strategy-09

Prompt action to showcase economic incentives in current housing climate

Message strategy to promote economic benefits include:

- Reinforce the cost-saving benefits associated with new energy efficient solar homes
- Build upon marketing and media efforts initiated in 2008
- Position solar as a way for potential new homebuyers to save money in a down market
- Highlight NSHP builder and homeowner successes
- Promote the current tax benefits that are available to the consumer



2009 Marketing and Media

Amplify Successful Tactics

Builder Marketing Support/NSHP Community Events

- Coordinate activities that drive sales traffic to new and existing NSHP communities, leverage into local media outreach

Incorporate Stakeholders and Key Partners

- Develop existing and new relationships to reach broader audiences through trusted sources: utility partners, PV providers, CA Association of Realtors

Trade Outreach

- Continue media outreach and maintain a presence at major industry events
- Coordinate with CBIA and local BIAs to develop member content and programs

Online Outreach

- Engage online audiences through blogs, social websites and advertising

2009 Sweepstakes - “Green Dream Home Makeover”

- Tool to drive consumers to the GoSolarCalifornia.org website
- Launch event on Earth Day (April 22)



2009 Marketing and Media

Incorporate New Tactics

Social Media

- Incorporate widely accepted social media tools into GoSolarCalifornia.org to expand audience reach and establish online credibility
 - Solar Energy “saving” contest

Interactive Exhibit

- Promote one-on-one interaction and education in key markets

Expanded Message Points

- Targeted Experts: Shortlist outside experts to offer third-party perspective
- PSA: Leverage Governor’s commitment to renewable energy for mass appeal
- Solar Alert Messages: Raise awareness about energy use/savings on hot, peak use summer days

Solar Home Tours

- Coordinate day-long educational excursions in NSHP communities, marketed through environmental groups



2009 Marketing and Media

Consumer Advertising

- Messaging vehicle is the Go Solar California Sweepstakes; main messages target on financial savings, new/resale homes, environment
- Consumer launch in April 2009, buy program runs through September 2009

Outlets

- Radio (Clear Channel) – General population
 - Standard spot schedule in key markets for a total of eight weeks in two week flights and value-added elements
- Online – Active home-buyers and “green-thinking” populations
 - Banner ads in real estate sections of geo-targeted websites and search portals and multi-market search portals for new and resale home-seekers
- Email blasts: Two planned for 2009, reaching 11,160 email addresses per blast

Builder Advertising

- Extend credibility built in 2008 by expanding into builder “green” publications
- Print – advertisements in builder and “green” industry publications



2009 Marketing and Media

Clear Channel Support

- Additional on-air and on-site support: builder marketing support benefits for platinum-level communities to include live remote, 20-25 promotional announcements, tagged radio spots
- Weekend Walk Thru – Greater Sacramento area: month-long promotional benefits for platinum-level communities to include on-air and online promotion

Potential other Partner Opportunities in progress...

- Disney
- Starbucks
- California Grocers' Association
- Walmart



2009 Marketing and Media

Affordable Housing Outreach

Focus on specific needs of non-profit developers

- Outreach through one-on-one meetings with developers, material development, engaging affordable housing community to embrace the NSHP
- Developed a draft Affordable Home Developer Tool Kit modeled after the Builder Outreach Kit (*set for release at end of April*)
 - Guides non-profit developers through the enrollment process and align the NSHP incentives against existing guidelines and incentives offered to non-profit developers throughout the state and federal government



2009 Marketing Materials-Consumer



GO solar CALIFORNIA

Put the
POWER OF THE SUN
to work for you!

California Sun Certified
ENERGY EFFICIENT HOME

New Solar Homes Partnership
GoSolarCalifornia.org

Banner



GO solar CALIFORNIA

Live, Work, and Play
in a New California Sun Certified
Energy Efficient Solar Home

New Solar Homes Partnership

Brochure



GO solar CALIFORNIA

Find your **NEW**
California Sun Certified
Solar Home Community

www.GoSolarCalifornia.org
New Solar Homes Partnership

FRESNO (area)
Mariposa (Palouse)
Lerner Inc.
www.mariposa.com
(559) 353-8187
Parkview at Cottage House
Lerner Inc.
www.parkview.com
(559) 371-5954
Stonemeadow at Fancher Creek
Lerner Inc.
www.stonemeadow.com
(559) 733-2787
LEAHOMIE
Liberty
Lerner Inc.
www.liberty.com
(559) 624-8415
REEDLEY
Orchard Estates II
Lerner Inc.
www.orchard.com
(559) 628-7141
TULARE
Cedar Grove III
Lerner Inc.
www.cedar.com
(559) 647-3400
LOS ANGELES AREA
FONTANA
Hortmore at
Companionship Estates
Companionship Construction Inc.
www.companionship.com
(714) 437-8800
HUNTER
Sagecroft
Woodside Homes
www.sagecroft.com
(951) 710-1900
LANCASTER
Belle River
K. Senebani
www.belle.com
(818) 604-7771
MENIFEE
Park Lane
Woodside Homes
www.menifee.com
(951) 710-1900
MENIFEE (area)
Buckhorn
Woodside Homes
www.buckhorn.com
(951) 710-1900
Thornhill
Woodside Homes
www.thornhill.com
(951) 710-1900
ORANGE
Depot Walk
Clean Homes
www.cleanhomes.com
(714) 744-8167
PALM DESERT
Palmada Palms
LD Hughes Development
www.ldhughes.com
(760) 775-8858
TEMECULA
Inspiration
Woodside Homes
www.inspiration.com
(951) 710-1900
Sycamore
Woodside Homes
www.sycamore.com
(951) 710-1900
VALENCIA
Palms of West Creek
Lerner Inc.
www.palms.com
(951) 343-8811
SAN DIEGO AREA
SAN DIEGO
Buckhorn Hill Green
Clear Skies Condominiums
www.clearskies.com
(619) 530-1882
Dorley Hill
Buckhorn Hill Green
www.buckhorn.com
(619) 530-1882
Summit Grove
Woodside Homes
www.summit.com
(619) 530-1882
To learn more about sustainable solar programs
or to find a California Sun Certified
Energy Efficient home in your area, visit
www.GoSolarCalifornia.org or call your local office.
March 2009 CSC 100-2009-015-00

NSHP Community
Listing Brochure



2009 Marketing Materials-Builder

Plug into Profits
with the
New Solar Homes Partnership

Make your homes more marketable by joining the California Energy Commission's New Solar Homes Partnership. Buyers want energy efficient solar homes that can save them up to 60% on their utility bills while helping to save the environment.

New Solar Homes Partnership Benefits:

- Rebates to offset installation cost
- Access to consumer research
- Energy Commission expertise
- Statewide media campaign
- Use of California Sun Certified brand
- Pre-designed marketing materials
- Listed on GoSolarCalifornia.org

Call your local investor owned utility

Pacific Gas & Electric
1-877-743-4112

Southern California Edison
1-866-584-7436

San Diego Gas & Electric
1-866-631-1744

 **GO solar CALIFORNIA** 

GoSolarCalifornia.org

Ad

GO solar CALIFORNIA

Become a Builder Partner



New Solar Homes Partnership


Brochure

GO solar CALIFORNIA

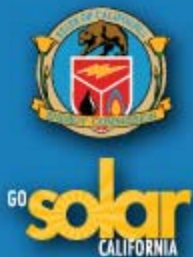
New Home Builder Information Guide

**California Energy Commission's
New Solar Homes Partnership**

California's Incentive Program
for New Residential Construction



Builder Outreach Kit



Local Government Outreach

Objective

- Encourage local governments in California to adopt incentives that will ultimately facilitate the integration of solar technologies into new home communities.

Strategy

- Reach out to municipalities to encourage adoption of model ordinances, primarily through the use of the *NSHP Municipal Tool Kit*.

Outreach List

- Cities and Counties in target regions
- City managers, planning directors, building & safety directors

Partnership Component

- Enlist key groups and organizations to magnify outreach.
- Partners will help:
 - Maximize the Local Government Outreach Program credibility;
 - Increase the program's visibility; and
 - Increase opportunity to distribute and access the Municipal Tool Kit.



Local Government Outreach

The NSHP Municipal Tool Kit

- A package of information designed for local city and county officials that provides recommended tools and strategies for encouraging local home builders to build new homes with integrated photovoltaic technologies.
- Delivered in a digital format for easy sharing and downloading (limited print copies will be available).
- Contains collateral materials to help municipalities quickly and easily implement local incentive programs.
- Contents include:
 - Model ordinances:
 - Photovoltaic Fee Waiver
 - Builder Outreach and Education Program
 - Model resolutions:
 - Adoption of NSHP Municipal recommendations
 - Solar Energy Financing District (AB811)



Local Government Outreach

Research – Completed in 2008

Three Segments of Research Conducted

- Existing local solar incentives and programs;
- Existing “Best Practices” for local solar incentives; and
- Development of stakeholder list with contact information.

Key Research Findings

- About 25 cities have implemented solar related programs
- Programs fall into 3 categories:
 - Planning and Building & Safety Incentives
 - Rebate, Loan and Financing Incentives
 - Education, Technical & Resource Assistance Programs
- Research identified examples of best practices at 9 cities



Go Solar California Sweepstakes

2008 Sweepstakes Overview

Launched in August 2008 during Solar Energy Awareness Month. Ran until October.

Visitors watched a 1:50 minute video and take a quiz to learn more about energy efficiency and solar options for their homes

Grand Prize-2009 Prius Hybrid car

Monthly prizes:

- EE appliances
- Solio Solar Cell phone chargers

Sweepstakes Exposure:

- **75,000** site visitors each month on average
- **16,877** Sweepstakes Entries
- **Over 34% of entries opted in** for more information about solar and energy efficiency products



Clear Channel Partnership Opportunity

2009 Sweepstakes Preview

- **Longer Campaign** – April 22 (Earth Day) thru October 2009
- **Bigger Grand Prize** – Green Home Make-Over
- **More Monthly Prizes**, every month for 6 months
- **More Events:** Builder open houses, weekend walk-thru's, community events
- **Paid advertising and bonus media:** Worth more than \$1,000,000 in outreach exposure for sponsors and partners.



Clear Channel Partnership Opportunity

Prize Sponsor Opportunity

Six partnership options:

1. Contribute to one-time Green Home Makeover package
2. Contribute to semi-finalist prizes
3. Contribute monthly prizes (6 total – May thru October)
5. Contribute door prizes for community events (20 live remotes)
6. Contribute to advertising and get matching ads

Marketing exposure for partners that contribute prizes:

- Featured on Sweepstakes prize website pages
- Receive names and emails of entrants who opt-in for more information
- Display in campaign launch Capitol event 4/22 and State Fair booth
- High- end partners (over \$25,000) receive radio exposure.



Clear Channel Partnership Opportunity

Prize Sponsor Marketing Value from Clear Channel

Prize Contribution	Marketing Value Received
\$ 500	\$ 1,000
\$ 1,000	\$ 2,500
\$ 2,500	\$ 7,500
\$ 5,000	\$ 20,000
\$10,000	\$ 45,000
\$25,000	\$115,000

Advertising Sponsor Marketing Value from Clear Channel:

- Advertising worth the value of their contribution, tagged as a Go Solar sponsor
- Tagged on Go Solar CA radio spots of equal value
- Visibility on sweepstakes website, live-remote events, promo items



2009 Advertising Program

Grand Prize: Dream Green Home Make-Over

Includes over \$55,000 worth of partner contributions:

- ✓ Home Energy Audit – *ConSol*
- ✓ Green home make-over plan – *Eco-Chic Design*
- ✓ Energy Star Appliances for kitchen and laundry – *Bosch*
- ✓ Whole House Fan – *Super Fan, including installation*
- ✓ EE Window Coverings – *Hunter Douglas*
- ✓ Furniture – *Cisco Brothers "Inside Green™"*
- ✓ Kitchen Countertop made from recycled glass – *Bottlestone*
- ✓ Carpet Tiles – *FLOR*
- ✓ Cleaning Products - *Eco-Me Home kit*
- ✓ Solar Charger – *Solio*
- ✓ Low-Water Fixtures – *Kohler faucets, toilets, kitchen sink*
- ✓ Eco-friendly Decorator Accessories – *VivaTerra*
- ✓ Cabinetry materials (compressed sheet boards) - *Kirei Board*
- ✓ Drought Resistance Grass – *Eco-Lawn*

And potentially more to come. . .



2009 Advertising Program

Semi-Finalist Prizes:

- ✓ Recycled Glass Tile for backsplash – Oceanside Glass Tile
- ✓ Whole House Fans (5)

Monthly Prizes:

- ✓ Solar Cell Phone Chargers – *Solio*
- ✓ Green cleaning kits – *Eco-Me-Home*

Live Remote Event Door Prizes:

- ✓ Solar Cell Phone Chargers – *Solio*

Advertising Sponsor:

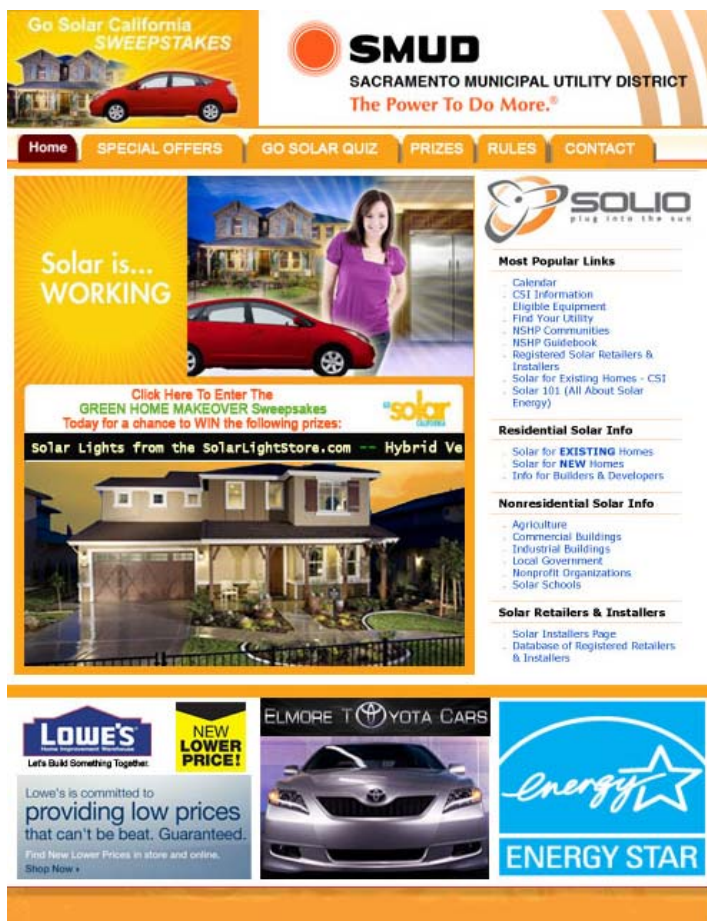
- ✓ SMUD – Sacramento area



Clear Channel Partnership Opportunity

“Home Page” – where participants land when they click on the sweepstakes icon on GoSolarCalifornia.org

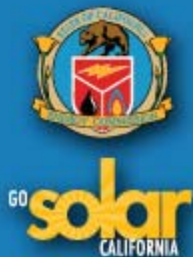
-Website will reflect the new 2009 creative design-



Sponsors will receive rotating banner ads (pulled by prize car)

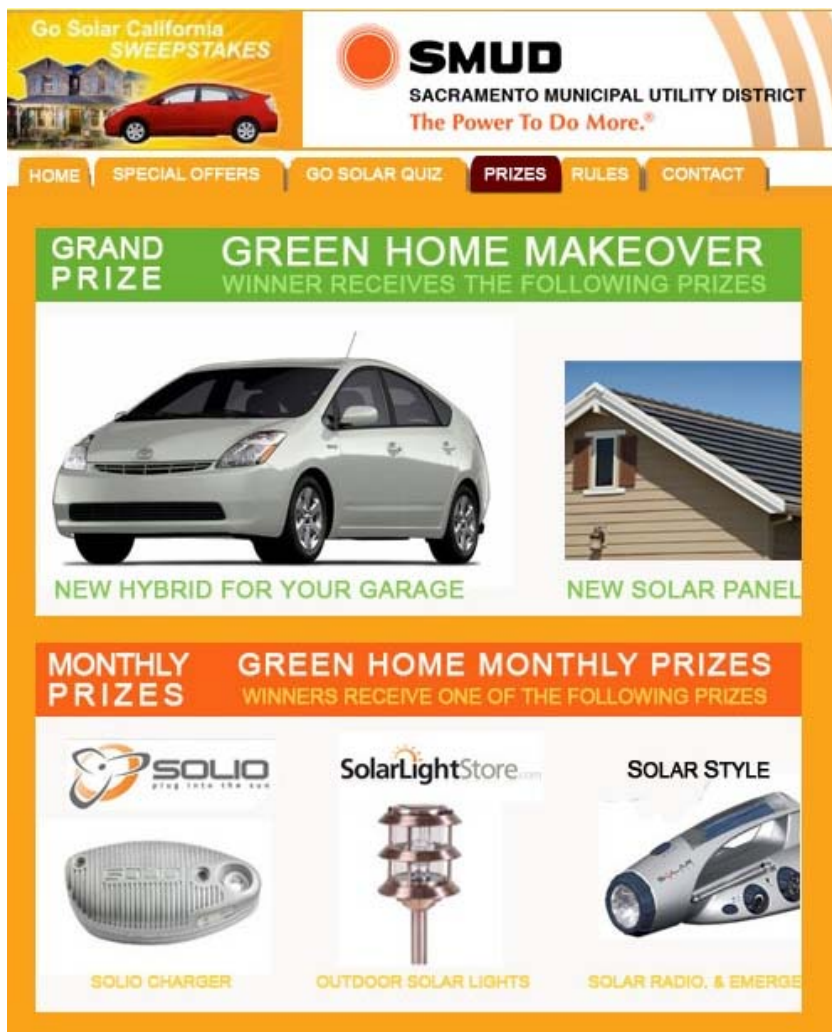
Where entrants click to enter the sweepstakes by taking the quiz

Features Sponsor ads, with links



Clear Channel Partnership Opportunity

[“Prizes”](#) page tab features:



Sponsors will receive rotating banner ads (pulled by prize car)

Prize elements of Green Home Makeover are featured, with links

Monthly prize sponsors, with links



Clear Channel Partnership Opportunity

“Special Offers” page – features promotional offers by sponsor and prize contributors that wish to offer a discount to sweepstakes participants

The screenshot shows the 'Go Solar California Sweepstakes' website. At the top, there's a banner for 'Go Solar California SWEEPSTAKES' featuring a house and a red car. Below this is the 'SMUD' logo (Sacramento Municipal Utility District) with the tagline 'The Power To Do More.' A navigation bar includes links for HOME, SPECIAL OFFERS, GO SOLAR QUIZ, PRIZES, RULES, and CONTACT. The main content area features a large banner for 'Energy Star Washers' with a price range of \$498 - \$1498 and a '10% off major appliances' offer. The banner displays five different washer models: A. Whirlpool Crimson, B. Whirlpool Ocean Sapphire, C. Whirlpool Cabrio, D. Samsung Breakwater Blue, and E. GE Profile Champagne. Below the models, a list of specifications is provided for each model. At the bottom of the banner, logos for KitchenAid, Samsung, Maytag, Frigidaire, and GE are displayed.

Go Solar California SWEEPSTAKES

SMUD
SACRAMENTO MUNICIPAL UTILITY DISTRICT
The Power To Do More.®

HOME SPECIAL OFFERS GO SOLAR QUIZ PRIZES RULES CONTACT

Energy Star Washers
from \$498 - \$1498

10% off major appliances

A. 4.6 Cu. Ft. Washer (MHAVE200VF) #208208
B. 4.0 Cu. Ft. Dual High-Efficiency Front Load Washer (WFW9400VE) #298304
C. 4.6 Cubic High Efficiency Washer (WTW6700TW) #203997
D. 3.8 Cu. Ft. Front Load Washer (WFD210AND) #21707
E. 4.2 Cu. Ft. Front Load Washer (WPDH8800JAC) #294931

KitchenAid SAMSUNG MAYTAG Frigidaire GE

Sponsors will receive rotating banner ads (pulled by prize car)

Each Sponsor will be listed on a preceding page with a logo and link to their special offer page.
For example . . .

(Promotional offer pages to be created and uploaded by Sponsor)



Clear Channel Partnership Opportunity

Branded Premium Item Give-Aways

- The sweepstakes can be entered via kiosks at 20 or more community and builder events, including events supported by radio live remotes.
- At these events, the campaign will distribute reusable grocery bags imprinted by logos of campaign partners



Reusable Grocery Bag promotional item





Thank you

Questions?

